

MISSISSIPPI PUBLIC BROADCASTING

FISCAL YEAR 2010 ANNUAL REPORT

MPB

Mississippi Public Broadcasting

**Our Method is
Media.**

**Our Mission is
A Better Mississippi.**

Executive Summary

Over the past 40 years, MPB has exhibited a commitment to educating and informing Mississippians through our award-winning productions such as *The Gulf Islands: Mississippi's Wilderness Shore*, *Between the Lions*, and our nationally-recognized emergency coverage and response operations.

MPB has always been on the cutting edge. Whether as Mississippi's first statewide broadcast system or as the first to complete the conversion to digital technology, MPB has remained ahead of the curve. This commitment to innovation can be found in everything we do, especially in our Education Division's work on innovative methods of improving education for teachers and students alike.

MPB could not accomplish its mission without the help and support of its partners. MPB is proud to call the University of Mississippi Medical Center, the Mississippi Manufacturers Association, Rotary Districts 6820 and 6840, the Mississippi Arts Commission, the Mississippi Department of Wildlife, Fisheries and Parks, and many others its close partners.

In Fiscal Year 2010, we worked to define our agency's strategic priorities. All of our activities at MPB are directed by at least one of three main priorities: emergency preparedness and response, economic impact media, and education.

Emergency Preparedness and Response

MPB has proven to be an indispensable asset to the state during emergencies. During Hurricanes Katrina and Gustav, MPB coordinated with the Mississippi Emergency Management Agency to provide life-saving information to residents and drivers from the Gulf Coast. MPB continues to

strengthen its emergency services and to serve as a leader and role model among public broadcasters nationwide.

Economic Impact Media

Mississippi's creative economy is emerging as an important economic development tool for the state. MPB wants to be a part of that effort. We continue to produce programming designed to highlight the state's numerous cultural and natural resources. With programs exploring Mississippi from the Gulf Coast's barrier islands to Tishomingo State Park, MPB seeks to inform, excite and motivate viewers to contribute to local economies and travel to these destinations.

Education

Education is the core of everything we do at MPB. We not only provide quality educational programming for children but also for the lifelong learner. Each of our locally-produced programs is now accompanied by an educational tool directed at the appropriate age group. MPB creates dynamic and effective educational content and curricula that can be used in any environment where learning is taking place whether in the classroom, the home, or on the go.

We are proud of our accomplishments in these areas this year and remain committed to building upon our work in the coming years.



FISCAL YEAR 2010 ANNUAL REPORT



Board of Directors

Mississippi Authority for Educational Television

Perry Sansing, Chair

Dr. Kris Kaase, Ex Officio

Dr. Eddie M. Smith

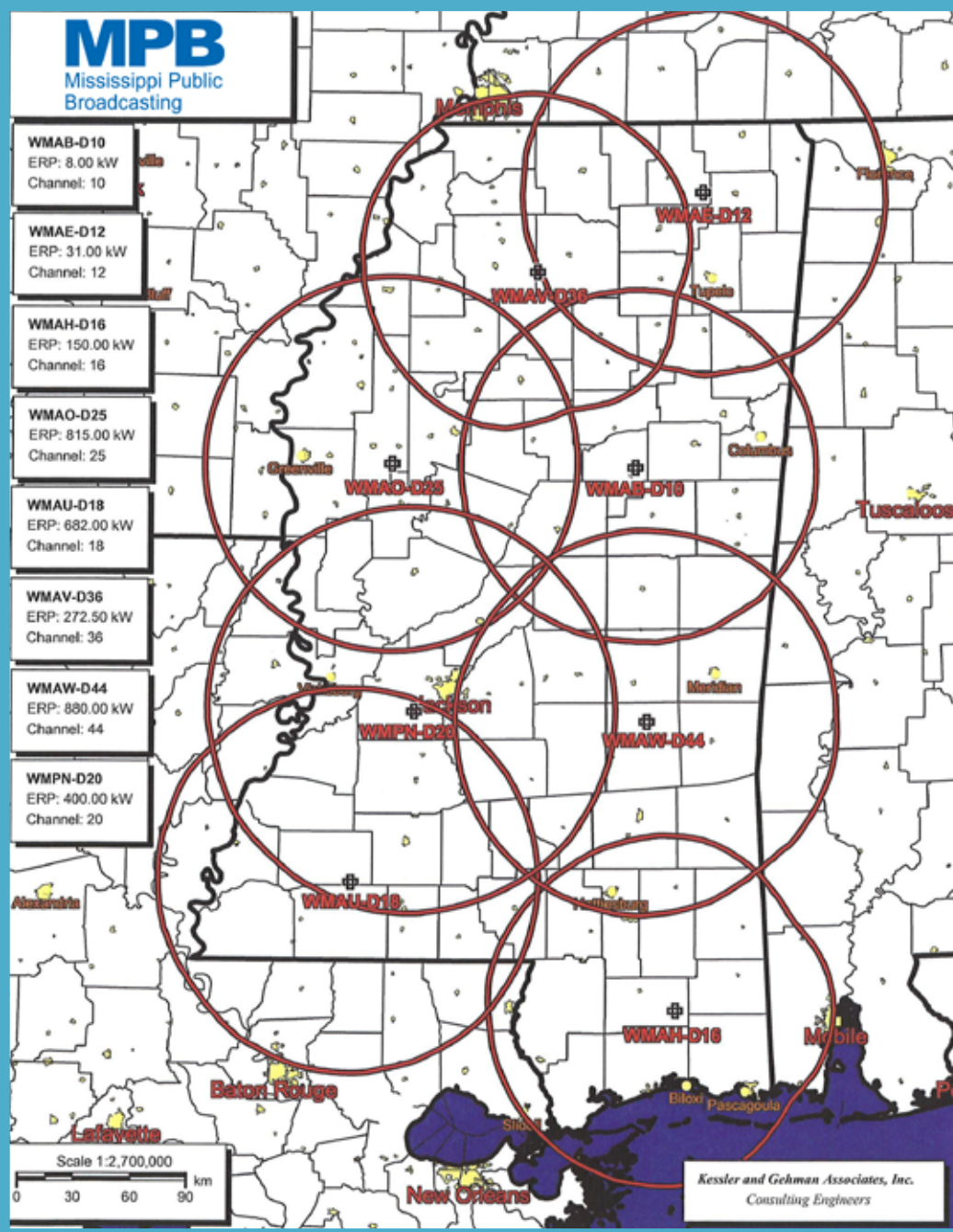
Amy D. Whitten

Bob Sawyer

Kathy Whicker

Rosemary Blakeslee

Peggy Holmes
(appointed February 2010)



As the only statewide television and radio broadcaster in Mississippi, MPB fills a unique and important niche in providing educational and distinctive content as well as emergency preparedness and response information. On a daily basis, MPB reaches millions of households across Mississippi and surrounding states.





Emergency Preparedness and Response

Emergency Preparedness and Response

As the only statewide television and radio broadcaster in Mississippi, MPB fills a unique and important niche in emergency preparedness and response.

The agency's intent is to help Mississippians prepare for responding to emergencies and to provide up-to-the-minute, accurate, useful information during and in the aftermath of all emergencies affecting any part of our state. MPB continues to strengthen its emergency services and serves as a leader and role model among public broadcasters nationwide.

- With representation from different agency departments, MPB created an Emergency Management Team that met weekly during the hurricane season to assess our coverage plans if a hurricane were to strike. The team monitored and tracked hurricanes as they formed and watched whether their trajectory brought them to the Gulf of Mexico.
- MPB was invited to participate in National Public Radio's emergency initiative, PREPARE. The agency is an active partner with NPR and other public radio stations in developing a proposal for creating a new federal grants program that would support strengthening of station facilities and technology to distribute critical communications and remain operational during emergency situations like hurricanes, tornados, wildfires, floods and ice storms. The proposed program is called PREPARE, Public Radio Emergency Preparedness and Response Endeavor.
- During emergencies like the water shortage in Jackson and severe weather, the agency utilized the MPB website and Twitter as additional platforms to disseminate information. As part of the coverage of the Gulf's oil spill disaster, MPB posted updates through Twitter and Facebook, and embedded a link from the PBS *NewsHour* from an underwater camera showing the oil flowing into the Gulf.
- MPB participated in the State Department of Health's planning of the Statewide Pandemic Influenza Preparedness Response. As a result of MPB's critical role in statewide emergency preparedness, the agency is helping establish a framework for developing a comprehensive, multi-agency pandemic influenza preparedness and response plan.

REACT EMERGENCY INFORM

MPB responded effectively to the local emergency caused by snow and subsequent water outages and the strong storms in April and early May 2010.

MPB Think Radio continues to serve its mission of emergency weather coverage. When tornados and flooding events struck the state during the spring of 2010, the radio and news staff for MPB provided round-the-clock coverage, keeping Mississippians informed with timely weather reports. This included interrupting programming with the latest weather warnings, road conditions and the storm's path. Radio staff also provided up-to-the-minute reports during the February 2010 snow and ice storms that struck the state. Timely information aired on MPB Radio from the Mississippi Emergency Management Agency, the Mississippi Department of Transportation and the Department of Public Safety on weather and road conditions as well as major business and school closings.



MPB provided continuous coverage of the oil spill in the Gulf. Beginning with the explosion in April 2010, through the ongoing claims process and the current recovery, the agency continues to cover the disaster including contributing stories to national broadcasts like National Public Radio. The MPB coverage focused on the health and safety effects of the spill as well as the economic impact to Gulf Coast fishermen and tourism.



Impacting Our State

REACH EXPERIENCE SHARE

Economic Impact Media

MPB seeks to effect positive economic change by producing original content that addresses three of the state's major economic sectors: health, workforce development, and tourism.

Health

MPB continues to produce content that addresses the health problems facing Mississippi and develop partnerships with key stakeholders in health-related fields.

Cooking for Life with Chef Luis Bruno

MPB began the production process for a pilot show promoting healthy cooking. In *Cooking for Life*, Jackson celebrity chef, Luis Bruno, shares his personal story of obesity and weight loss and teaches viewers how to choose healthy ingredients and cook traditional meals using fewer calories.

Crystal Meth Series

MPB News produced a four-part radio series examining Mississippi's crystal meth problem. Segments focused on individuals who are addicted to the drug and trying to recover, the drug's toll on law enforcement, the effects of current regulations limiting over-the-counter drug sales, and the potential impacts of the new regulation, which would make pseudoephedrine a prescription drug.

Final Choices

On May 6, 2010, MPB Television aired *Final Choices*, a panel discussion following PBS's *Last Rights*, which featured the stories of four terminally-ill patients and their families dealing with impending death.

Ed Said

In FY 2010, MPB focused on producing *Ed Said*, a Web-based series aimed at encouraging elementary school children to eat healthy foods and exercise. Ed is a puppet who teaches children healthy eating habits through raps and rhymes. Ed's home is at EdSaid.org.



Battle the Bulge

From June 21-June 25, *Battle the Bulge* segments were featured in every locally-produced program and newscast regarding Mississippi's obesity crisis. MPB promoted the reports/shows through coordination with its News and Radio Departments and the University of Mississippi Medical Center, the Mississippi Museum of Natural Science, Mississippi College, and CredAbility.

Southern Remedy

In its sixth year on MPB Think Radio, *Southern Remedy* is committed to changing the way Mississippi deals with health issues, using real people's stories and weight loss methods that anyone can use. The University of Mississippi Medical Center is partnering with MPB to produce a TV version of *Southern Remedy*. The show will air in 2011 and not only follow the lives of regular Mississippians struggling with weight but also examine what has contributed to their weight issues.



Workforce Development

MPB has been asked to assist the state in its endeavor to develop a robust 21st century workforce and we are taking on this task with enthusiasm.

MPB continues to broadcast General Education Development programs.

Produced a four-part radio series examining Mississippi's critical teacher shortage. MPB News examined Mississippi's critical teacher shortage and how state and school officials are tackling the problem with intervention programs. Reporters visited communities and many school districts to see how this crisis is being addressed.

Produced a four-part radio series examining Mississippi's high school dropout rate. In a series of reports, MPB News examined why so many students drop out and the solutions to this long-standing education challenge. MPB was honored with a National Edward R. Murrow Award for Excellence in Electronic Journalism in Large Market Radio News for one of the stories in this series. MPB Reporter Lawayne Childrey won in the Hard News category with his story, "Boot Camp Program Helping Dropouts." Childrey showed how a military style program gives students who have already quit school a second chance to graduate.

Job Hunter On November 4, 2009, MPB aired the pilot for this new television series that assists viewers in finding advanced manufacturing careers in Mississippi. The goal of *Job Hunter* is to ensure the continuation of Mississippi's manufacturing base, to advance the level of production among its workers and to provide skilled workers to Mississippi's growing advanced manufacturing industry.

- MPB has partnered with the Mississippi Manufacturers Association (MMA) to allow MMA's *Dream It. Do It. Mississippi* program to use *Job Hunter* to advance its goals.
- The Legislature appropriated funding to MPB for continuation of *Job Hunter*. The full series will air in FY 2011.



Tourism

Many of our productions showcase the state's natural and cultural resources. Through these programs, we hope to attract others to Mississippi and motivate Mississippians to reinvest in the state's economy.

Mississippi Roads

Completed production of Season 21 of *Mississippi Roads*, MPB's classic road guide around Mississippi.

Mississippi Roads segments have been licensed to the Mississippi Hills National Heritage Area for use on its website.

Southern Expressions

Completed production of Season 2 of *Southern Expressions*, which showcases Mississippi's artists and the work they produce. This year's guests included artists known for painting, photography, filmmaking, woodworking, stained glass work and print making.

Snapshot Mississippi

Completed 34 new episodes of *Snapshot Mississippi*. These segments showcase some of the noteworthy people and places that make our state unique. *Snapshot Mississippi* hopes to inform people of the great accomplishments, hidden treasures, outstanding people and tourist attractions that can be found in the Magnolia State.

Mississippi Outdoors

Mississippi Outdoors celebrates the wonder of our state's natural resources and the thrill of outdoor adventure. Whether it's hunting, scuba diving, fishing, or 4-wheeling, *Mississippi Outdoors* shows viewers where to go.

Many of MPB's productions address more than one of the three target economic sectors

Mississippi Edition

Each weekday morning, *Mississippi Edition* features interviews that provide relevant information about Mississippi public affairs and how national news affects the state.

Quorum

During the 2010 legislative session, MPB produced the 35th season of *Quorum*, a live weekly government affairs program featuring Mississippi legislators.

State High School Football and Basketball Championships

In December of 2009, MPB aired six live broadcasts of the 2009 MHSAA/FedEx State High School Football Championships presented by BankPlus. In March of 2010, MPB filmed and aired 12 broadcasts of the MHSAA/Cellular South State High School Basketball Championships.

Friday Night Under the Lights

MPB's high school football recap program, *Friday Night Under the Lights* hosted by Russ Robinson, continues to be a success.

Governor's Arts Awards

Each year MPB produces and airs the Governor's Awards for Excellence in the Arts. Among the 2010 award recipients was *Grassroots*, an MPB Think Radio program hosted by Bill Ellison. This year the ceremony, which recognizes accomplished Mississippi artists, aired statewide on April 1 and 3, 2010.

Mississippi State Spelling Bee

Live broadcast aired on March 16, 2010.

Writers

Completed production of new episodes of *Writers* television program. The episodes featured guests such as Lynne Rossetto Kasper, award-winning food writer and host of *The Splendid Table*; Elmore Leonard; Michael Connelly; Rheta Grimsley Johnson; Pulitzer Prize winner Stan Tiner; and Newbery Medalist Richard Peck.



State High School Football and Basketball Championships

"We thank MPB for their commitment to ensuring that every Mississippian has a chance to see the state's outstanding high school football talent," said Dr. Ennis Proctor, Executive Director of the MHSAA. "Once again MPB is showcasing our students' talents through a quality television production that will be broadcast throughout our state."





The Gulf Islands: Mississippi's Wilderness Shore

The Gulf Islands documentary showcases the natural beauty of The Gulf Islands National Seashore Park, specifically the barrier islands in Mississippi – Cat Island, East and West Ship Islands, Horn Island, and Petit Bois Island – and the Davis Bayou area in Ocean Springs. The MPB production documents the islands' history, natural significance, their role in protecting Mississippi's coast from hurricanes and the efforts to further protect and restore them.

- *The Gulf Islands* has received coveted awards and has been recognized in film festivals around the country and around the world.

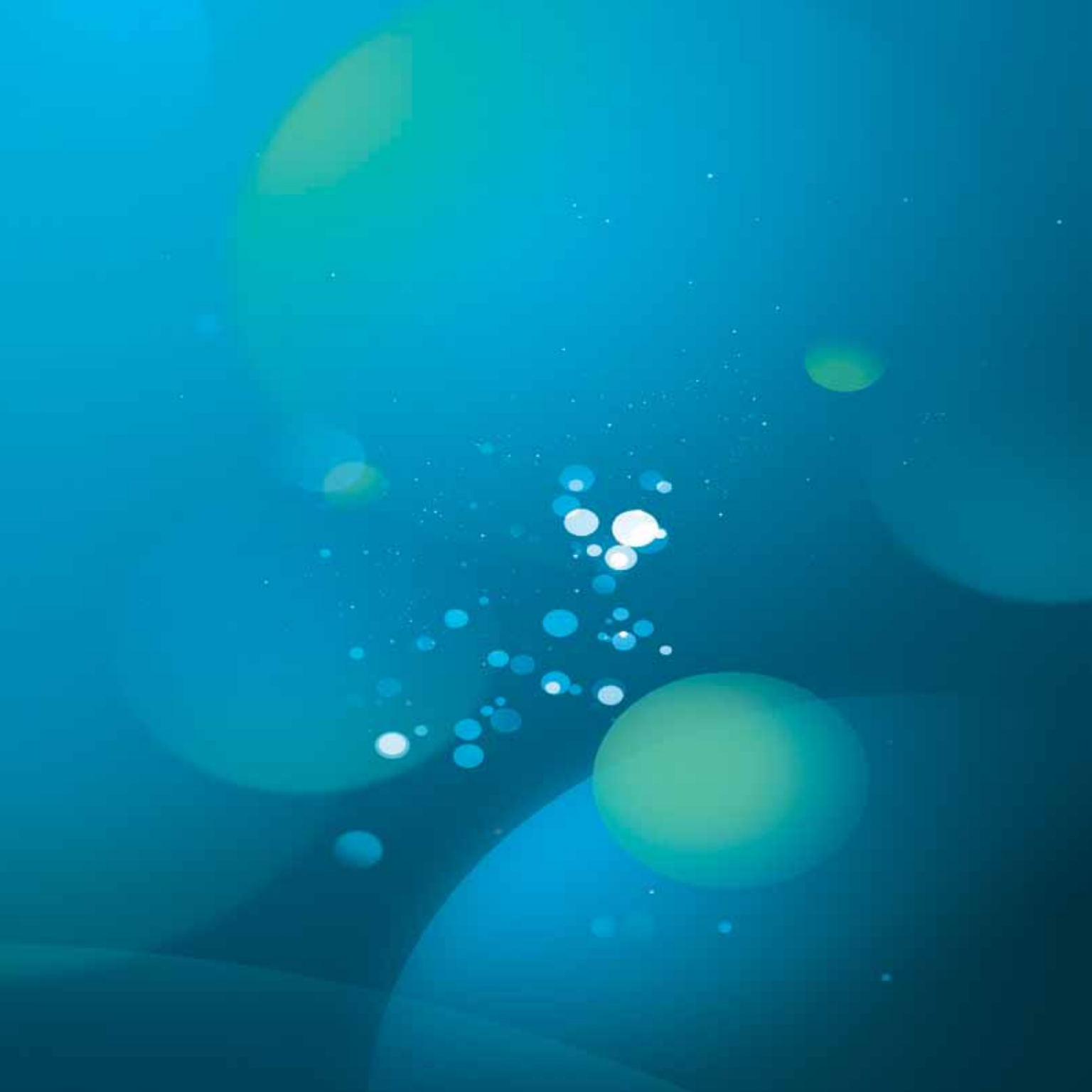
Awards and recognitions include:

- CINE Golden Eagle Award – Professional Telecast Non-Fiction Division
- Southeast Regional Emmy® Award for Outstanding Achievement in Photography – Program (Non-News) category, 2010
- Southeast Regional Emmy® Award Nomination for Outstanding Achievement in the Documentary – Historical and Photography – Program (Non-News) category, 2010
- 2010 Silver Telly Award in the Documentary category

Film festivals include:

- Going Green Film Festival, Beverly Hills, California
- Blue Ocean Film Festival, Monterey, California
- Hawaii Ocean Film Festival, Hanalei, Kauai, Hawaii (won Second Place, Long Format, Marine Resources category)
- Gray's Reef National Marine Sanctuary Ocean Festival, Savannah, Georgia
- Heart of England International Film Festival, Tenbury Wells, Worcestershire
- International Film Festival, Thailand (Festival postponed due to violence in Thailand)
- International Film Festival, Ireland
- American Conservation Film Festival, Shepherdstown, West Virginia
- International Film Festival, Australasia - Barossa Valley, Australia (to be held in the fall of 2011)







Educating Our State

TEACH EDUCATE SUPPLEMENT

Education

In FY 2010, MPB began to enhance all of our projects by providing educational components to accompany them. We strive to create dynamic and effective educational content and curricula that can be used in any environment where learning is taking place, whether in a classroom, at home, or on the go.

Projects for which educational components were developed in FY 2010 include:

Henson School Film Project

To coincide with the exhibit *Jim Henson's Fantastic World* at the Mississippi Museum of Art (MMA), MPB and MMA conducted a puppetry workshop for students from Greenville High School, Madison Central, and the Mississippi School for the Arts. These puppeteers-in-the-making created their own plays from scripts they wrote and puppets they created. The plays were filmed in the MPB Studios. The Henson School Film Project aired at the MMA.

Home Front to Battlefront: Mississippi During World War II

MPB's Education Division developed an educational guide for *Home Front to Battlefront: Mississippi During World War II*. The guide included lesson plans focusing on Mississippi's contributions to World War II and a glossary of key words and phrases referring to the War and the time period. A website was designed to promote the documentary and complement the educational guide. The website received 7,184 views.

Last Rights and Mississippi Remixed

These two programs presented an opportunity for MPB to create enrichment pieces for the lifelong learner. For both documentaries, a viewing guide for adult audiences was provided to share further information on the shows' topics.

Grassroots and Governor's Arts Awards

Via the Mississippi Interactive Video Network (MIVN), MPB distributed two hour-long performances by Bill Ellison, host of the Governor's Arts Award-winning program, *Grassroots*. Approximately 150 students from 20 different high schools were able to learn a historical overview of the Bluegrass style of music.

Mississippi Interactive Video Network (MIVN)

MIVN is designed to enhance student learning through the use of distance learning technology. MIVN enables an on-camera teacher to instruct students assembled in classrooms miles away. The network offers classroom opportunities via state-of-the-art video conferencing equipment to all students, regardless of economic status or location. Currently, MIVN services an average of 1,000 high school students a day across the state. In FY 2010, MIVN transitioned from T-1 technology to full IP connectivity.

- 40 sites
- 2,013 participating students
- 14 IHL courses

Mississippi Talks: Facts about H1N1

MPB developed a fact sheet for children regarding the H1N1 virus.

PBS KIDS® Writers and Illustrators Contest

MPB sponsored statewide PBS KIDS® Writers and Illustrators Contest. We received over 300 entries from Kindergarten - 3rd grade students.

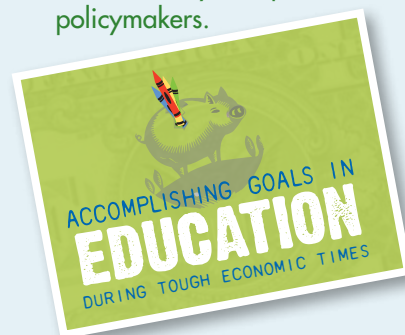
Writers

For each episode of MPB's *Writers*, a detailed lesson plan is developed. The lesson plans are available on MPB's website and also on a Web-based educational resource called HotChalk. HotChalk is available to educators across Mississippi and contains videos, lesson plans, audio and text articles, and other classroom management tools. Mississippi teachers can become experts in 21st century pedagogy by utilizing the digital resources available to them through HotChalk.



MPB Education Summit

On June 18, 2010, MPB hosted a mini-education summit for educators and policymakers to discuss efforts to sustain quality education during today's economic climate. More than one hundred people attended the summit entitled Accomplishing Education Goals during Difficult Economic Times. Lt. Governor Phil Bryant addressed attendees and announced he was creating the Lt. Governor's Commission on Early Childhood Learning. Educators were given recommendations and suggestions to help and were also able to talk directly to a panel of policymakers.



The Gulf Islands: Mississippi's Wilderness Shore

The Gulf Islands is a documentary airing across the country on public television, which showcases The Gulf Islands National Seashore and focuses on the barrier islands in Mississippi. The teacher's guide for the documentary includes a time line of significant dates, a glossary and a list of the different people who anchored on Ship Island's deep-water harbor at one time or another.

Education | Outreach *Between the Lions* Preschool Literacy Initiative

Between the Lions, an Emmy® Award-winning series produced by MPB, WGBH-Boston, and Sirius Thinking, Ltd., features a loveable family of lions – father Theo, mother Cleo, son Lionel, and daughter Leona – and introduces pre-Kindergarten children to the concepts of print, language, and reading. Since 2005, MPB has worked successfully with child care centers in Mississippi to introduce the center directors and teachers to the *Between the Lions* program and correlated classroom curriculum that provides early word recognition and comprehension activities for the three- and four-year olds who are in their care daily. Assessments by the University of Mississippi and University of Pennsylvania Annenberg School of Communication have shown that students exposed to the *Between the Lions* Preschool Literacy Initiative had significant gains in letter knowledge, conventions of reading, and comprehension that builds their vocabulary.



- In 2008, MPB began a partnership with Mississippi Rotary District 6820 to provide the *Between the Lions* Preschool Literacy Curriculum to child care centers adopted by Rotary Clubs in the district. Since then, 1,771 children in 122 child care centers have been adopted by 13 Rotary Clubs in nine Mississippi counties.

Early Childhood Education Workshops

MPB's Early Childhood Literacy Department offers a series of professional development workshops for teachers, directors, and other early childhood professionals. Participants receive contact hours for workshop attendance and receive certificates at the conclusion of each workshop. These professional development workshops focus on various stages of child development and present engaging concepts from the following sources: *Right from Birth: A Parenting Series*, *Going to School*, *Between the Lions* Preschool Literacy Initiative, and *Ready To Learn®*.

- 9 workshops
- 1,082 participants

Other Outreach Programs

Raising Readers Summer Enrichment – A two-week long summer camp for elementary children focused on each of the Ready To Learn® programs.

Canton Community Outreach Project – MPB provided a series of presentations to Canton High School students on career discovery and development during their Jobs for Mississippi Graduates class.



Jackson State University's Reading Fair – MPB teamed up with the Mississippi Institutions of Higher Learning and other educational agencies to host a reading fair for parents with children attending secondary schools in the Jackson metropolitan area.

- 13 outreach events
- 1,688 children and parents reached



e-Learning for Educators

MPB partnered with Alabama Public Television and seven other states to provide teachers with affordable resources to renew their teaching license online. The partnership conducts research to identify teaching development needs and provides online professional development courses to meet those needs.

- 154 workshops
- 11,921 participants



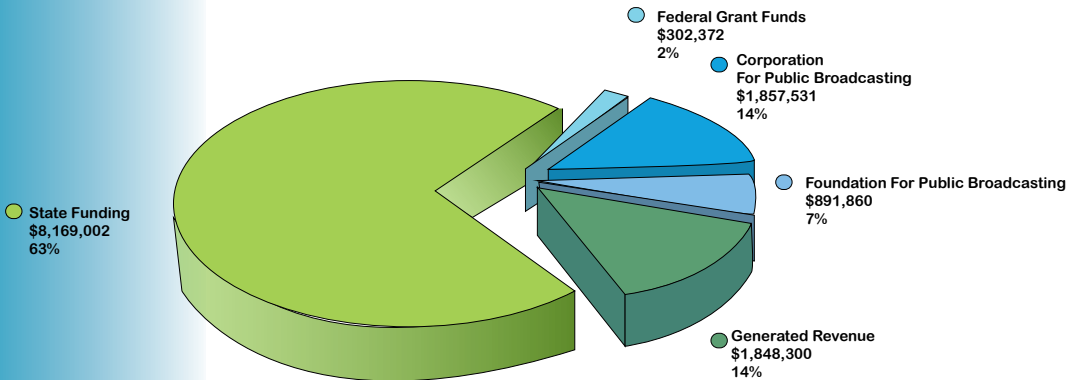
Revenue History

(FY 2010)



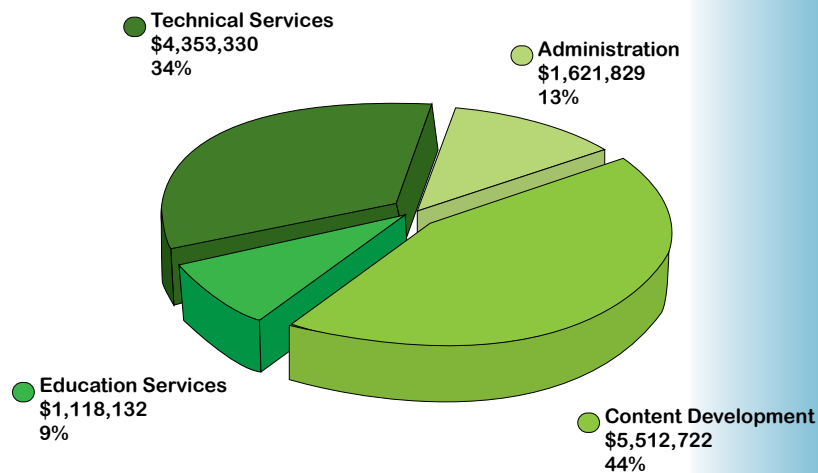
Revenue by Source

(FY 2010)



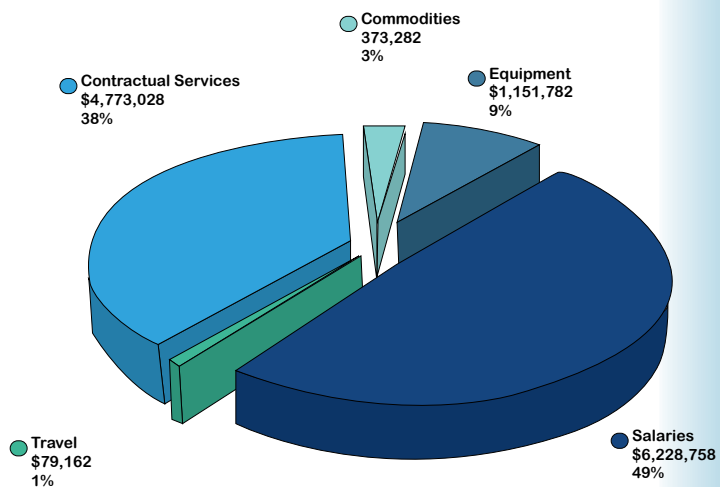
Expenditures by Program

(FY 2010)



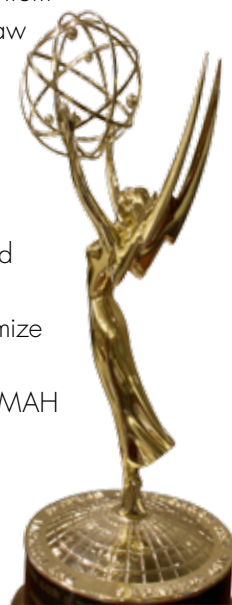
Operating Expenses

(FY 2010)



Grants and Awards

- MPB News was awarded five first place Regional Edward R. Murrow Awards (top national broadcasting award) and six first place Associated Press Broadcasters Awards
- Won first place ADDY® award for best promotional materials for the *Home Front to Battlefront: Mississippi During World War II* documentary
- Won National Silver Telly (recognizes the top commercials produced for TV) for *Home Front to Battlefront: Mississippi During World War II* in the Documentary category
- Received Regional Emmy® Award Nominations for *The Gulf Islands: Mississippi's Wilderness Shore* for Outstanding Achievement in the Documentary-History and Photographer-Program (Non-News) categories
- Received Regional Emmy® Award Nomination for *Innocent When Proven Guilty* for Outstanding Achievement in the Writer-Program (Non-News) category
- Received Regional Emmy® Award for Outstanding Achievement in the Photographer-Program (Non-News) category for *The Gulf Islands: Mississippi's Wilderness Shore*
- *The Gulf Islands* documentary was selected for screenings at nine festivals including events in England, Ireland, Australia, Thailand, Hawaii, and California. The film has received four awards including a Southeast Regional Emmy® Award for Outstanding Achievement in Photography
- Won a National Edward R. Murrow Award in the Best Hard News category for the four-part radio series, *A Boot Camp Style Program is Helping Dropouts Get Their GED*
- Funding of \$50,000 secured from Mississippi Manufacturers Association to support *Job Hunter*, an MPB TV program guiding viewers through the journey to find advanced manufacturing careers in Mississippi
- Secured \$50,000 from Stennis Institute of Government for assistance with *Quorum*, an MPB TV series that keeps Mississippians informed and engaged about what is happening in their state Capitol and fosters a sense of community statewide
- Received \$3,086,797 in new grants during FY 2010
- Secured \$2.5 million bond allocation to upgrade critical transmission equipment
- Accessed \$1.75 million bond fund to match grant acquired from Public Telecommunications Facilities Program
- Secured \$60,000 grant from Mississippi Band of Choctaw Indians for production of documentary about the Tribe's history, culture and traditions
- \$576,198 grant awarded from Corporation for Public Broadcasting to help maximize the digital television (DTV) transmitter system at the WMAH transmitter in Biloxi



MPB Partnerships

MPB continues to cultivate new and existing partnerships with organizations, such as:

Mississippi Emergency Management Agency
University of Mississippi Medical Center
Mississippi Department of Education
Institutions of Higher Learning
Mississippi Department of Education's Office of Healthy Schools
BankPlus
Mississippi Braves
Mississippi Department of Health
Mississippi Department of Employment Security
Mississippi Department of Wildlife, Fisheries and Parks
Mississippi Development Authority
Mississippi Film Office
Canton Film and Visitors Bureau
Mississippi State Board for Community & Junior Colleges
Mississippi Music Hall of Fame
Jacky Jack White of Sucarnochee Revue
Madison County WIN Job Center, Adult Education
The Discovery Center, Early Childhood
Canton Parks and Recreation
In His Steps Ministries
Madison County Economic Development Authority
Canton Chamber of Commerce
Rotary Districts 6820 and 6840
Parents for Public Schools
Mississippi Arts Commission
Mississippi Library Commission
Mississippi Department of Archives and History
WGBH-Boston
Northrop Grumman
Mississippi Museum of Art
Mississippi Children's Museum
Jackson Chamber of Commerce
Trustmark Park
Mississippi Childcare Resource and Referral



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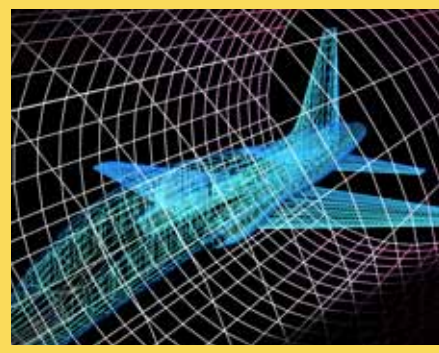
Mississippi Public Broadcasting

3825 Ridgewood Road • Jackson, MS 39211

601.432.6565

www.mpbonline.org

JOB HUNTER



Job Hunter Opens Doors to Launch New Careers

Job Hunter is an MPB television series that guides viewers through the journey of finding advanced manufacturing careers in Mississippi. With support from the Mississippi Manufacturers Association (MMA) and the State of Mississippi, MPB hopes to ease employment fears and shed light on in-demand jobs in Mississippi.

Job Hunter takes viewers through the ins and outs of some of the most thrilling careers in Mississippi.

The first season explores the automotive, aerospace, heavy manufacturing, unique manufacturing, and plastics industries. Each episode features interviews with managers, employees, and educators in each of these fields to find out how to begin a career in the industry. With the possibility of well-paid salaries, excellent benefits, and advancement potential, there is no reason not to explore careers in the manufacturing field.

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